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“Social media usage by HR in organisations has evolved. Employees' social media activity gives HR a fair idea of what drives them and other potential employees. Social media is already being used to source profiles, but this platform can also be leveraged for evaluating the cultural fit between an organisation and the potential candidates. However, social media isn't without its challenges. It may be unethical to use social media profiles for evaluations, but it allows a better employee-organisation relationship. HR professionals shouldn't rely solely on the social media and ensure that personal information is not misused. Seeking permission may be good practice.”